

How to Cite

Juliansyah, A. A., Widiyanti, M., Shihab, M. S., & Wahab, Z. (2024). Brand image effects and promotions on the decision of buying elpiji bright gas in the City of Palembang. *International Journal of Social Sciences*, 7(1), 31-36.
<https://doi.org/10.21744/ijss.v7n1.2246>

Brand Image Effects and Promotions on the Decision of Buying Elpiji Bright Gas in the City of Palembang

Ahmad Alhafif Juliansyah

Student of Master Management, Sriwijaya University, Palembang, Indonesia
Email: af_go@yahoo.com

Marlina Widiyanti

Lecturer of Magister Management, Economic Faculty, Sriwijaya University, Palembang, Indonesia
Correspondent Author Email: marlinawidiyanti@fe.unsri.ac.id

Muchsin Saggaff Shihab

Lecturer, Universitas Bakrie, Jakarta, Indonesia
Email: muchsin.shihab@bakrie.ac.id

Zakaria Wahab

Lecturer of Magister Management, Economic Faculty, Sriwijaya University, Palembang, Indonesia
Email: zkwahab@pascauniled.ac.id

Abstract---*This research was conducted to determine the influence of brand image and promotion on the purchasing decisions of Bright Gas LPG in Palembang City. The population in this study consists of all consumers who purchased Bright Gas LPG in Palembang during the years 2022-2023, with a total of approximately 470 consumers. The sample used in this study consisted of 100 respondents, utilizing the purposive sampling method. The results of the multiple linear regression analysis indicate that brand image and promotion have a positive and significant impact on purchasing decisions. Brand image, with a well-established brand image, necessitates the company's role in innovating and conducting research and distribution of Bright Gas LPG according to the market segment. Promotion needs to be attractive to consumers who make purchases in not-too-large quantities. For purchasing decisions, it is hoped to always provide the availability of Bright Gas LPG to avoid shortages.*

Keywords---*brand image, consumer satisfaction, customer loyalty, promotion, purchasing decision.*

Introduction

The business landscape in the current era is undergoing continuous metamorphosis. Every business actor in each business category is required to be sensitive to every change that occurs and to place an orientation towards consumer decisions and consumer satisfaction as the main goal that will impact customer loyalty (Kotler, 2016). The influence of globalization in today's industrial world has caused competition among companies to become increasingly tight and competitive. Based on this, companies are demanded to continuously evolve so that they are capable of facing the existing competition (Nam et al., 2011; Ahrholdt et al., 2019).

One of the purchasing decisions that can be researched in Palembang City is the decision to purchase LPG, which is part of the basic needs of the community for cooking. LPG products consist of government-subsidized goods, namely 3 KG LPG, and non-subsidized products in the form of 12 Kg LPG and Bright Gas. Those entitled to receive the subsidy are the underprivileged community and micro-business actors, however, many families/businesses that fall into the capable category still use it, causing government subsidy quotas to be exceeded. This can be seen from

the increase in sales realization of 3 Kg LPG and the decrease in sales realization of 12 Kg LPG and Bright Gas based on the table below.

Table 1
Sales Plan and Realization of LPG for the Years 2021-2023 in Palembang City (in Metric Tons)

Palembang	Description	2021			2022			2023		
		Planning	Realization	%	Planning	Realization	%	Planning	Realization	%
LPG 3 Kg	Subsidi	16.997	16.997	100	17.692	17.491	99	17.922	18.133	101
Bright Gas 5.5 Kg	Non-Subsidi	115	158	137	129	90	70	96	63	66
LPG + Bright Gas 12 Kg	Non-Subsidi	1.093	1.109	101	859	754	80	805	493	61

Source: PT Pertamina Patra Niaga Sumbagsel, 2023

Based on Table 1 above, shows that overall LPG demand from 2021 to 2023 increased, however, the sales realization of Bright Gas 5.5 Kg decreased by 9%, and the sales realization of LPG + Bright Gas 12 Kg decreased by 14% from the planned target. This is caused by consumers only looking at the price aspect, but not considering the allocation and benefits that are more advantageous for consumers. Below is a comparison of prices for each LPG 3 Kg and Bright Gas product.

Table 2
Price Comparison of Bright Gas and Subsidized LPG

No	Name	Description	Pipe Price + Container	Repeat Price
1	LPG 3 Kg	Subsidies		IDR. 15.650
2	Bright Gas 5,5 Kg	Not Subsidy	IDR. 364.000	IDR. 104.000
3	LPG + Bright Gas 12 Kg	Not Subsidy	IDR. 365.000	IDR. 215.000

Source: Bright Gas Store PT Kalindo Matseu Goatama, 2023

As a control measure and to achieve the company's profit, with the latest product innovation, namely Bright Gas, targeting economically capable consumers, Pertamina has conducted several brand image enhancement programs such as making Bright Gas usable for both outdoor and indoor settings, and promotions such as the Bright Gas cylinder exchange program (bundling program), and discount promos during the Eid holiday season. These efforts have an impact on the purchasing decisions of the community (Leal et al., 2014; Munson & Hu, 2010; Von Helversen et al., 2018).

Bright Gas is a Pertamina product aimed at middle to upper-middle-class housewives, career women, small families, and apartment dwellers who tend to cook less frequently, using a moderate level of gas. This aligns with Pertamina's goal to facilitate Indonesian families in meeting their needs for gas that is lighter, more practical, and affordable. The Bright Gas cylinder is designed in pink with attractive and shiny color, making the kitchen look more beautiful in line with the preferences of housewives, while also positioning consumers as luxurious, popular, and up-to-date as part of lifestyle developments.

Bright Gas has several advantages over regular LPG. The advantages of Bright Gas include being twice as safe as regular LPG cylinders. Additionally, Bright Gas is equipped with a hologram seal, ensuring the contents are more secure, and consumers can directly determine whether the LPG cylinder is genuine or not. (<https://www.brightgas.co.id>).

Research Method

The population in this study consists of all consumers who purchased Bright Gas LPG in Palembang City during the years 2022-2023, with a total of approximately 470 consumers. According to the sampling measurement guidelines by Hair (2010), the sample size can be determined as follows:

- 1) The sample size depends on the number of parameters being estimated. The guideline is to have a sample size that is 5-10 times the number of estimated parameters.
- 2) The number of statements used is as many as items. Thus, the sample size used in this study with the minimum respondent limit is 30 items x 5 = 150, while the maximum limit is 30 items x 10 = 300. Therefore,

the number of respondents to be taken is 150 respondents with an even distribution for each district in the city of Palembang. This number is considered sufficient to represent the population being studied because it already meets the maximum sample limit for research.

The sample in this study consists of consumers who purchased Bright Gas LPG in Palembang City during the years 2022-2023. The samples taken in this research have the following criteria:

- 1) Customers aged 21 years and above.
- 2) Customers who have purchased Bright Gas LPG in Palembang city during the years 2022-2023.

The sampling was conducted using a nonprobability sampling technique, specifically through purposive sampling. Nonprobability sampling with the purposive sampling method is a sampling technique that does not provide an equal chance or opportunity for every element of the population to be selected as a sample.

Result and Discussion

- a) Brand image (X1) has a beta value of 0.535 with a significance level of 0.000, which is less than 0.05. This indicates that the brand image variable has a positive and significant influence on the purchasing decision of Bright Gas LPG in Palembang City. This proves that the first hypothesis, stating that the brand image variable has a positive and significant effect, is accepted.
- b) Promotion (X1), has a beta value of 0.337 with a significant value of 0,000 less than 0.05. It shows that the promotion variable has a positive and significant influence on the purchase decision of elpiji bright gas in the city of Palembang. This proves that the second hypothesis on the promotion variable has a positive and significant influence is acceptable.

The Influence of Brand Image on the Purchasing Decision of Bright Gas LPG in Palembang City

Brand image has a positive and significant impact on purchasing decisions. These results are in line with the findings from previous research (Lingceng et al., 2022; Ahmad et al., 2022; Kebkole, 2018; Ernawati et al., 2021; Tyas & Hartelina, 2021; Fransiska & Madiawati, 2021; Haqiqi & Khuzaini, 2020; Anwar & Andrean, 2020; Nasution et al., 2020; Amalia, 2019; Firmanto, 2019; Novita et al., 2019; Hakim & Saragih, 2019; Foster, 2016; Novansa & Ali, 2017; Hendro & Hidayat, 2018; Utomo & Waloejo, 2018; Pratama & Santoso, 2018; Mahanani, 2018; Foroudi et al., 2019; Grohs & Reisinger, 2014; Greve, 2014) showing results that brand image has a positive and significant influence on purchasing decisions.

Respondent feedback on the pink color indicator of Bright Gas as a trend for housewives in cooking shows the lowest value. This suggests that some consumers say the color of Bright Gas LPG is not a main factor that can influence consumers in making a purchase. Based on interviews with several respondents, they mentioned that the pink color of Bright Gas LPG is very attractive and striking. However, since the gas cylinder is often placed inside a kitchen cabinet, the color of the Bright Gas LPG does not significantly affect its function and utility.

The pink color indicator of Bright Gas LPG being familiar among the general public shows the highest score. This indicates that the pink color provides a distinct identity that makes it easy to be recognized by the community. With Bright Gas LPG offering two size options, consumers can purchase according to their needs. Some consumers mentioned that they prefer to use Bright Gas LPG in the 5.5 kg size, which is easily available, whether in grocery stores, mini-markets, or LPG gas agents in the vicinity of their residences. Additionally, its more affordable price makes consumers choose Bright Gas LPG in the 5.5 kg size for household use.

Impact of the Promotion on the Purchase Decision of Elpiji Bright Gas in Palembang City

Promotions have a positive and significant influence on purchasing decisions (Ernawati et al., 2021; Tyas & Hartelina, 2021; Fransiska & Madiawati, 2021; Saputra et al., 2020; Islam, 2020; Nasution et al., 2019; Tulanggow et al., 2019; Mishra, 2019; Utomo & Waloejo, 2018; Gusrita & Rahmidani, 2019; Wangarry et al., 2018; Allender & Richards, 2012; Mangold & Faulds, 2009). The results show that the promotion has a positive and significant influence on the purchase decision.

Respondent feedback on the indicator that sellers provide direct gifts for purchases in certain amounts shows the lowest value. This suggests that consumers have not yet felt the benefit of receiving direct gifts with their Bright Gas LPG purchases. This indicates that such gifts are given to consumers who make purchases in certain quantities. The average respondent encountered by the researcher in the field, who are consumers using LPG for household

purposes, typically refills their Bright Gas LPG up to three times a month. Consumers making small quantity purchases reported they have never received a gift for purchasing Bright Gas LPG, especially those frequently purchasing from grocery stores/mini-markets.

On the indicator that sellers offer free shipping for the trade-in (cylinder exchange) program, it shows the highest value. This indicates that sellers provide free shipping services for purchases. Consumers mentioned that free shipping services are also often provided by some mini-markets and Bright Gas LPG agents. When making purchases through gas stations, consumers noted the absence of delivery services for their purchases

Conclusion

- a) Brand image has a positive and significant influence on the purchase decision of Elpiji Bright Gas in the city of Palembang.
- b) The promotion has a positive and significant influence on the decision to buy Elpiji Bright Gas in the city of Palembang.

Acknowledgements

Thank you to the relevant parties who have helped in this research so that it is suitable for publication in an international journal.

References

- Ahrholdt, D. C., Gudergan, S. P., & Ringle, C. M. (2019). Enhancing loyalty: When improving consumer satisfaction and delight matters. *Journal of Business Research*, *94*, 18-27. <https://doi.org/10.1016/j.jbusres.2018.08.040>
- Allender, W. J., & Richards, T. J. (2012). Brand loyalty and price promotion strategies: an empirical analysis. *Journal of Retailing*, *88*(3), 323-342. <https://doi.org/10.1016/j.jretai.2012.01.001>
- Amalia, N. (2019). Pengaruh Citra Merek, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Mie Endess Di Bangkalan). *Jurnal Studi Manajemen Dan Bisnis*, *6*(2), 96-104.
- Anwar, M., & Andrean, D. (2020). The Effect of Perceived Quality, Brand Image and Price on Purchase Decision. In *Proceedings of the 4th International Conference on Sustainable Innovation Accounting and Management* (Vol. 201).
- Ernawati, R., Dwi, A. B., & Argo, J. G. (2021). Analisis Pengaruh Promosi, Harga, dan Citra Merek terhadap Keputusan Pembelian pada Situs E-commerce Zalora di Jakarta. *Business Management Analysis Journal (BMAJ)*, *4*(2), 200-218.
- Firmanto, Y. (2019). Pengaruh Brand Image Dan Harga Terhadap Keputusan Pembelian Konsumen Pada Produk Chicken Kfc. *Almana: Jurnal Manajemen dan Bisnis*, *3*(1), 74-83.
- Foroudi, P., Yu, Q., Gupta, S., & Foroudi, M. M. (2019). Enhancing university brand image and reputation through customer value co-creation behaviour. *Technological Forecasting and Social Change*, *138*, 218-227. <https://doi.org/10.1016/j.techfore.2018.09.006>
- Foster, B. (2016). Impact of brand image on purchasing decision on mineral water product “Amidis” (Case study on bintang trading company). *American Research Journal of Humanities and Social Sciences*, *2*(1), 1-11.
- Fransiska, I., & Madiawati, P. N. (2021). Analisis Pengaruh Harga, Promosi, Kualitas Pelayanan, Dan Citra Merek Terhadap Keputusan Pembelian Pada Pengguna Shopee Di Bandung. *eProceedings of Management*, *8*(4).
- Greve, G. (2014). The moderating effect of customer engagement on the brand image–brand loyalty relationship. *Procedia-Social and Behavioral Sciences*, *148*, 203-210. <https://doi.org/10.1016/j.sbspro.2014.07.035>
- Grohs, R., & Reisinger, H. (2014). Sponsorship effects on brand image: The role of exposure and activity involvement. *Journal of Business Research*, *67*(5), 1018-1025. <https://doi.org/10.1016/j.jbusres.2013.08.008>
- Gusrita, D., & Rahmidani, R. (2019). Pengaruh marketing mix dan lingkungan sosial terhadap keputusan pembelian online pakaian wanita di Kota Padang. *Jurnal Ecogen*, *1*(4), 944-954.
- Hakim, L., & Saragih, R. (2019). Pengaruh citra merek, persepsi harga dan kualitas produk terhadap keputusan pembelian konsumen npk mutiara di ud. barelang tani jaya batam. *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, *6*(2), 37-53.
- Haqiqi, F., & Khuzaini, K. (2020). Pengaruh citra merek, kualitas pelayanan, atmosfer toko dan harga terhadap keputusan pembelian. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, *9*(4).

- Hendro, C. R., & Hidayat, W. (2018). Pengaruh kualitas produk, harga dan citra merek terhadap keputusan pembelian konsumen handphone merek iphone kota semarang. *Jurnal Ilmu Administrasi Bisnis*, 7(4), 177-184.
- Islam, D. S. (2020). Pengaruh Harga, Promosi dan Kualitas Produk Terhadap Keputusan Pembelian Pupuk Cair Amina di Mojokerto. *Jurnal Ekonomi Dan Bisnis Islam*.
- Kebkole, V. I. (2018). Pengaruh Brand Image, Kemenarikan Produk dan Foreign Branding Terhadap Keputusan Pembelian Berulang Breadtalk (Studi kasus pada Breadtalk Lippo Plaza Bogor 2).
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education, Inc.
- Leal, G. P. A., Hor-Meyll, L. F., & de Paula Pessôa, L. A. G. (2014). Influence of virtual communities in purchasing decisions: The participants' perspective. *Journal of Business Research*, 67(5), 882-890. <https://doi.org/10.1016/j.jbusres.2013.07.007>
- Lingceng, W. U., Yi, Q. U., Shuo, Z. H. A. O., & Shu, Z. H. O. U. (2022). The impact of brand image on laptop purchasing intention—the moderating role of consumer ethnocentrism. *International Journal of Business, Economics and Management*, 9(1), 1-19.
- Mahanani, E. (2018). Pengaruh citra merek, kualitas produk, harga dan gaya hidup terhadap keputusan pembelian produk Mataharimall. Com. *Jurnal Ikhraith Humaniora*, 2(1), 53-61.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business horizons*, 52(4), 357-365. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Mishra, K. (2019). Influential marketing strategies adopted by the cement industries. *International Journal of Research-GRANTHAALAYAH*.
- Munson, C. L., & Hu, J. (2010). Incorporating quantity discounts and their inventory impacts into the centralized purchasing decision. *European Journal of operational research*, 201(2), 581-592. <https://doi.org/10.1016/j.ejor.2009.03.043>
- Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of tourism Research*, 38(3), 1009-1030. <https://doi.org/10.1016/j.annals.2011.01.015>
- Nasution, A. E., Putri, L. P., & Lesmana, M. T. (2019). Analisis pengaruh harga, promosi, kepercayaan dan karakteristik konsumen terhadap keputusan pembelian konsumen pada 212 mart di kota medan. In *Prosiding Seminar Nasional Kewirausahaan* (Vol. 1, No. 1, pp. 165-173).
- Nasution, S. L. A., Limbong, C. H., & Ramadhan, D. A. (2020). Pengaruh kualitas produk, citra merek, kepercayaan, kemudahan, dan harga terhadap keputusan pembelian pada e-commerce shopee (Survei Pada Mahasiswa S1 Fakultas Ekonomi Jurusan Manajemen Universitas Labuhan Batu). *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 7(1), 43-53.
- Novansa, H., & Ali, H. (2017). Purchase decision model: Analysis of brand image, brand awareness and price (Case study SMECO Indonesia SME products). *Saudi Journal of Humanities and Social Sciences*, 2(8), 621-632.
- Novita, M. D. Ujjianto, & Panjaitan, H. (2019). *The Influence of Product Quality, Brand Image and Product Attraction Purchase of Impulsif Purchases and Its Impact on Intention To Buy Ajifol Liquid Organic Fertilizers in East Java*.
- Pratama, D. W., & Santoso, S. B. (2018). Pengaruh citra merek, kualitas produk dan harga terhadap keputusan pembelian melalui kepercayaan konsumen pada produk stuck original. *Diponegoro Journal of Management*, 7(2), 139-149.
- Ramadhan, A. F., Wahab, Z., Shihab, M. S., & Widiyanti, M. (2022). The effect of brand image and price changes on the purchase decision of cement products in the city of Palembang. *International Journal of Social Sciences*, 5(1), 24-28. <https://sloap.org/journal/index.php/ijss/article/view/1837>
- Saputra, I., Lewangka, O., & Munir, A. R. (2020). The influence of product quality and promotion on repurchase Pertamax through consumer satisfaction in Makassar City. *Hasanuddin Journal of Business Strategy*, 2(2), 79-92.
- Tulangow, S. G., Tumbel, T. M., & Walangitan, O. F. (2019). Pengaruh Promosi dan Harga Terhadap Keputusan Pada Pembelian PT. Shopee International Indonesia Di Kota Manado. *Jurnal Administrasi Bisnis (JAB)*, 9(3), 35-43.
- Tyas, S. A., & Hartelina, H. (2021). Pengaruh Promosi dan Brand Image terhadap Keputusan Pembelian Pada E-Commerce Bukalapak. *YUME: Journal of Management*, 4(1).
- Utomo, P. B., & Waloejo, H. D. (2018). Pengaruh Brand Image, Promosi Dan Kualitas Pelayanan Terhadap Keputusan Penggunaan Jasa (Studi Kasus (Penumpang Ka Kaligung Pt Kai Daop Iv Semarang). *Jurnal Ilmu Administrasi Bisnis*, 7(4), 155-159.
- Von Helversen, B., Abramczuk, K., Kopeć, W., & Nielek, R. (2018). Influence of consumer reviews on online purchasing decisions in older and younger adults. *Decision Support Systems*, 113, 1-10. <https://doi.org/10.1016/j.dss.2018.05.006>

Wangarry, C. L., Tumbel, A., & Karuntu, M. M. (2018). Pengaruh bauran pemasaran terhadap keputusan pembelian sepeda motor honda di PT. Hasjrat Abadi Ranotana. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(4).